

# ORDER

**WOOD**

**Orders**

**Order / Rev:** 214609

**Alt Order #:** 6863891

**Product Desc:** JUSTIN AMASH FOR

**Estimate:**

**Flight Dates:** 10/15/12 - 10/23/12

**Original Date / Rev:** 10/15/12 / 10/15/12

**Order Type:** REG

**Primary AE:** Petry Philadelphia

**Sales Office:** P-PHI

**Sales Region:** Nat

**Agency**

**Name:** Strategic Media Services

**Buying Contact:**

**Billing Contact:**

3299 K Street NW

Washington, DC 20007

**Billing Type:** Cash

**Billing Calendar:** Broadcast

**Billing Cycle:** EOM/EOC

**Agency Commission:** 15%

**Advertiser**

**Name:** POL/Amash For Congress

**Demographic:** A35+

**Product Codes:** PL1

**Priority:** P4

**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**

**Order Separation:** 00:15:00

**Advertiser External ID:** IN16641

**Agency External ID:** IN13871/SP2622/AL1146

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	36	\$28,800.00	\$24,480.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	36	\$28,800.00	\$24,480.00	0.00
<b>Totals</b>	<b>36</b>	<b>\$28,800.00</b>	<b>\$24,480.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/16/12	10/18/12	6am Daybreak 6am Daybreak	CM	6-7a	- T- T- - -	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- T- - -					2	\$400.00		0.00			
E 2	WOOD	10/23/12	10/23/12	6am Daybreak 6am Daybreak	CM	6-7a	- T- - - - -	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- T- - - - -					1	\$400.00		0.00			
E 3	WOOD	10/16/12	10/19/12	Today Show M-F Today Show	CM	658-9a	- T- TF- -	:30	3	\$650.00	P4	0.00	NM	3	\$1,950.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- TF- -					3	\$650.00		0.00			
E 4	WOOD	10/22/12	10/22/12	Today Show M-F Today Show	CM	658-9a	M- - - - -	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -					1	\$650.00		0.00			
E 5	WOOD	10/19/12	10/19/12	Noon News News 8 @ Noon	CM	12-1p	- - - - F- -	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - F- -					1	\$225.00		0.00			

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Advertiser: POL/Amash For Congress  
 Product Desc: JUSTIN AMASH FOR  
 Estimate: WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WOOD	10/22/12	10/22/12	Noon News News 8 @ Noon	CM	12-1p	M-----	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$225.00		0.00						
E 7	WOOD	10/16/12	10/23/12	M-F 3-4p Dr Oz	CM	3-4p	-T-----	:30	1	\$125.00	P4	0.00	NM	2	\$250.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$125.00		0.00						
Week:		10/22/12	10/28/12	-T-----	1		\$125.00		0.00						
E 8	WOOD	10/16/12	10/22/12	M-F 4-5p Ellen	CM	4-5p	MT-----	:30	1	\$400.00	P4	0.00	NM	2	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$400.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$400.00		0.00						
E 9	WOOD	10/16/12	10/19/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	-TW-F--	:30	3	\$675.00	P4	0.00	NM	3	\$2,025.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TW-F--	3		\$675.00		0.00						
E 10	WOOD	10/22/12	10/22/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$675.00		0.00						
E 11	WOOD	10/16/12	10/16/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	-T-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$675.00		0.00						
E 12	WOOD	10/22/12	10/23/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	MT-----	:30	2	\$675.00	P4	0.00	NM	2	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-----	2		\$675.00		0.00						
E 13	WOOD	10/16/12	10/19/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	-T-TF--	:30	3	\$1,125.00	P4	0.00	NM	3	\$3,375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-TF--	3		\$1,125.00		0.00						
E 14	WOOD	10/18/12	10/18/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	---T---	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$2,000.00		0.00						
E 15	WOOD	10/23/12	10/23/12	NBC Nightly News WKD NBC Nightly News	CM	628-7p	-T-----	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
NBC NIGHTLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,000.00		0.00						
E 16	WOOD	10/16/12	10/22/12	LN M-F M-F News 8 @ 11	CM	11-1135p	MTWTF--	:30	5	\$900.00	P4	0.00	NM	5	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-TWTF--	4		\$900.00		0.00						
Week:		10/22/12	10/28/12	M-----	1		\$900.00		0.00						
E 17	WOOD	10/23/12	10/23/12	LN M-F M-F News 8 @ 11	CM	11-1135p	-T-----	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WOOD	10/23/12	10/23/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- T- - - - -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- T- - - - -		1				\$900.00		0.00			
E 18	WOOD	10/22/12	10/22/12	Mon Prime Other 1 Monday 9-11p	CM	Monday 9-11p	M- - - - -	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
PRES DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M- - - - -		1				\$2,000.00		0.00			
E 19	WOOD	10/16/12	10/16/12	Tue Prime Other 2 Tuesday 9-11p	CM	9-11p	- T- - - - -	:30	1	\$2,000.00	P4	0.00	NM	1	\$2,000.00
PRES DEBATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- T- - - - -		1				\$2,000.00		0.00			
E 20	WOOD	10/20/12	10/20/12	LN Sa Saturday News 8 @11	CM	11-1130p	- - - - - S-	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - S-		1				\$900.00		0.00			
E 21	WOOD	10/21/12	10/21/12	Today Show Su Today Show Sunday	CM	758-9a	- - - - - S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - S		1				\$600.00		0.00			
E 22	WOOD	10/21/12	10/21/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	- - - - - S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	- - - - - S		1				\$500.00		0.00			
													Totals	36	\$28,800.00